

Your TravTek Driving Experience

Rental Users Study Data Summary

November 1993



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TRAVTEK TASK B1 - RENTAL USERS STUDY

Purpose

This report documents the questionnaire data collected and the instruments used for the TravTek Evaluation Task Bl - Rental Users Study. It presents summary statistics for the primary drivers derived from the renter study, which was conducted from March 1992 through March 1993.

This report also documents the items that were included in the three configuration-specific questionnaires and highlights significant item differences that occurred between the versions developed throughout the project. Where the items changed significantly, the data are reported separately.

Sample

During the period of data collection a total of 2896 rental trips was completed. Employees of partner organizations, partner affiliates, or others with special TravTek interests (termed "VIPs) were excluded from the analyses, leaving a total of 2,568 rentals. This total was comprised of 369 in the Services configuration; 921 in Navigation; and 1,278 in Navigation Plus. A total of 1808 questionnaires from these drivers was returned.

A subset of the returned questionnaire data are contained in this report. The data were subset to **exclude** drivers who were identified as VIPs; or those whose data showed a configuration conflict between the returned questionnaire, the TISC data and/or the in-vehicle log data.

Due to these subsetting criteria, the results presented here are based on a set of 1608 drivers. The sample breakout by configuration and questionnaire version is:

	CONFIGURATION					
VERSION	NAVIGATION +	NAVIGATION	SERVICES	TOTAL		
l	179	141	52	372		
2	459	367	86	912		
3	213	101	10	324		
TOTAL	851	609	148	1608		

Format

The document pages are numbered from R-l to R-134 to represent these data are obtained from the Renters study. It is anticipated that several similar volumes will be produced from other the other studies and will be numbered in a similar fashion (i.e., O-x to O-xx to represent the OTNS study; L-x to L-xx for the Local Users study, etc.). This convention will aid analysts in reviewing data from different studies.

Each questionnaire item that was included in the Renters study is reproduced exactly as it appeared in the questionnaire(s). Notation is included in the in the upper right hand comer of each page that designates where the item appeared in the questionnaire(s). For instance, the code, "N+Vl/Bl" indicates the item was included in the Navigation Plus questionnaire, in the first version of that questionnaire, and was item B1. Where multiple designations occur, it is important to note that except where explicitly stated in a footnote, the items are identical across the configurations and versions. Significant item changes, wording differences, or additions are documented in the footnotes.



Background Information

Please check the box that best describes your household?

Single with no children
Single with children: Number of children under 18 over 18
Married with no children
Married with children: Number of children under 18 over 18
Widow/Widower

Frequency

	Navigation Plus	Navigation	Services
Single: no children	112	75	15
Single: with children	43	31	5
Married: no children	160	88	19
Married: with children	498	392	97
Widow/Widower	12	6	3
Other	12	7	3
Total	837	599	142

Mode (Number of children)

	Navigation Plus	Navigation	Services
Under 18 with single			
parent	1	1	3
Over 18 with single			
parent	2	1	1
Under 18 with married			
parents	2	2	1
Over 18 with married			
parents	2	1	2

Item #	N+/V3/A2	N/V3/A2	S/V3/A2
	N+/V2/A2	N/V2/A2	S/V2/A2
	N+/V1/A2	N/V1/A2	S/V1/A2

What was your household's income before taxes last year?

□ <i>Under \$20,000</i>	□ \$20,000 to \$39,999	□ \$40,000 to \$59,999
□ \$60,000 to \$79,999	□ \$80,000 to \$99,999	\square \$100,000 and over

Frequency

	Navigation Plus	Navigation	Services
Under 20k	9	4	1
20k to 39k	56	62	10
40k to 59k	175	127	38
60k to 79k	169	126	38
80k to 99k	144	95	17
Over 100k	249	154	33
Total	802	568	137

Median

Navigation Plus	Navigation	Services	
60K – 79K	60K – 79K	60K – 79K	

Item #	N + /V3/A3	N/V3/A3	S/V3/A3
	N + /V2/A3	N/V2/A3	S/V2/A3
	N+/V1/A3	N/V1/A3	S/V1/A3

Many of the following questions ask for answers from your car's primary and secondary drivers. Prior to your trip, you identified a primary and secondary driver. Please indicate the primary and secondary drivers' age, gender, and the estimated percent of time each drove the TravTek car.

Primary Driver	Secondary Driver		
Age Female	Age		
M ale Female	Male Female		
Percent of Time	Percent of Time		
Drove Car %	Drove Car%		

	Na	Navigation Plus		Navigation		Services			
	Number	Mean	Standard	Number	Mean	Standard	Number	Mean	Standard
			Deviation			Deviation			Deviation
Age	8.36	44.98	11.04	602	45.23	10.79	143	44.85	11.50
Percent of time for									
primary driver	834	90.23	17.14	596	88.57	19.98	143	88.93	20.84

	Navigation Plus	Navigation	Services
Male	739	522	116
Female	100	79	27
Total	839	601	143

Item # N+/V3/A4 N/V3/A4 S/V3/A4 N+/V2/A4 N/V2/A4 S/V2/A4

During your trip, how many people (including the driver) in the following age ranges usually rode in the car? (Please indicate the number of people within each of the following age ranges.)

O - 5 years old	19 – 25 years old
6 - 12 years old	Over 25 years old
13 - 18 years old	

	Navigation Plus		Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
0–5 years old	58	1.19	0.40	58	1.19	0.40	12	1.25	0.45
6–12 years old	77	1.35	0.53	92	1.32	0.53	20	1.45	0.61
13-25 years old	50	1.38	0.67	52	1.33	0.59	6	1.33	0.52
19-25 years old	43	1.54	0.83	24	1.33	1.05	6	1.50	0.55
Over 25 years old	629	2.16	1.05	441	2.17	1.01	88	1.97	0.84

Including the drivers, how many people in each of the following age ranges usually rode in the car?

> ____ O - 5 years old ____ 6 - 12 years old ____ 13 - 18 years old ____ 19 - 25 years old ____ Over 25 years old

	N	avigation P	lus		Navigation	n		Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
0–5 years old	18	1.17	0.38	20	1.50	0.69	4	1.00	0.00
6–12 years old	30	1.60	0.77	27	1.37	0.49	10	1.40	0.52
13-25 years old	18	1.44	0.51	14	1.14	0.36	7	1.29	0.49
19-25 years old	15	1.73	2.05	12	1.00	0.00	6	1.67	0.52
Over 25 years old	157	2.18	1.14	116	2.23	1.16	43	2.05	1.07

What type of car do you currently drive?

	Primary Driver	Secondary Driver
Make (e.g., Oldsmobile, Chevrolet)		
Model (e.g., Toronado, Lumina)		
Year		

Frequency for "Make"

	Navigation Plus	Navigation	Services
Acura	12	4	0
AMC	1	0	0
Audi	9	3	0
BMW	10	5	3
Buick	39	39	6
Cadillac	19	13	8
Chevrolet	37	33	4
Chrysler	13	12	3
Daihatsu	0	1	0
Dodge	7	11	1
Eagle	3	4	0
European unspecific	3	4	1
Ford	60	29	6
Geo	3	0	0
Geo tracker	0	1	0
Honda	46	20	3
Hyundai	1	2	0
Inifiniti	4	2	2
Jaguar	0	1	0
Lexus	6	6	1
Lincoln	23	14	3
Mazda	12	13	2
Mercedes	14	10	3
Mercury	20	24	5
Merkur	1	0	0

Item # N+/V3/A5 N/V3/A5 S/V3/A4 N+/V2/A5 N/V2/A5 S/V2/A4 N+/V1/A4 N/V1/A4 S/V1/A4

(Continued)

Frequency for "Make" (cont.)

	Navigation Plus	Navigation	Services
Mitsubishi	2	8	2
Nissan	35	27	5
Oldsmobile	42	31	5
Peugeot	3	0	0
Plymouth	6	4	2
Pontiac	26	24	4
Porsche	6	1	0
Renault	1	0	0
Saab	6	5	0
Saturn	5	3	0
Sterling	1	0	1
Subaru	8	6	3
Toyota	56	30	6
Volkswagen	8	7	1
Volvo	16	8	0
Chevrolet truck	26	31	7
Dodge truck/van	15	14	3
Ford truck/van	35	23	6
GMC truck	10	6	1
Isuzu truck	1	2	1
Jeep truck	14	10	3
Mazda truck/van	4	0	3
Mitsubishi truck	0	1	0
Nissan truck/van	4	6	0
Plymouth truck/van	13	4	1
Pontiac transporter	1	2	1
Suzuki truck/van	1	0	0
Toyota truck	9	10	1
VW truck/van	1	1	0
Total	698	515	107

Item # N+/V3/A5 N/V3/A5 S/V3/A4 N+/V2/A5 N/V2/A5 S/V2/A4 N+/V1/A4 N/V1/A4 S/V1/A4

(Continued)

Frequency for "Model"

	Navigation Plus	Navigation	Services
Compact, special	32	19	3
Compact, reg	50	33	7
Fullsize	17	12	3
Intermediate, reg	32	21	4
Intermediate, special	17	7	1
Large	23	26	2
Large, special	7	4	0
Low luxury	18	11	3
Low midsize	54	34	5
Low small	21	16	3
Luxury, reg	46	29	4
Luxury, special	40	25	8
Luxury, sport	2	2	0
Middle luxury	22	9	2
Middle regular	13	11	1
Middle specialty	19	9	1
Minicompact	6	5	1
Minispecialty	1	2	0
Minivan	26	9	2
Small specialty	8	7	0
Sport vehicle	50	33	8
Subcompact	28	17	6
Subcompact, special	3	7	0
Truck	30	39	6
Upper luxury	8	10	5
Upper midsize	45	28	6
Upper small	14	11	2
Van	20	22	5
Total	652	458	88

Item # N+/V3/A5 N/V3/A5 S/V3/A4 N+/V2/A5 N/V2/A5 S/V2/A4 N+/V1/A4 N/V1/A4 S/V1/A4

(Continued)

Frequency for "Year"

	Navigation Plus	Navigation	Services
1979 & earlier	23	19	9
1980 & 1984	80	57	14
1985 – 1989	369	261	63
1990 – 1993	315	237	52
Total	787	564	138

Did you:	
Buy this car new?	
Buy this car used?	
Lease this car?	
Other	

	Navigation Plus	Navigation	Services
New	435	307	57
Used	132	100	23
Lease	70	43	9
Other	20	12	4
Total	657	462	93

Did you:	Primary Driver	Secondary Driver
Buy this car new?		
Buy this car used?		
Lease this car?		

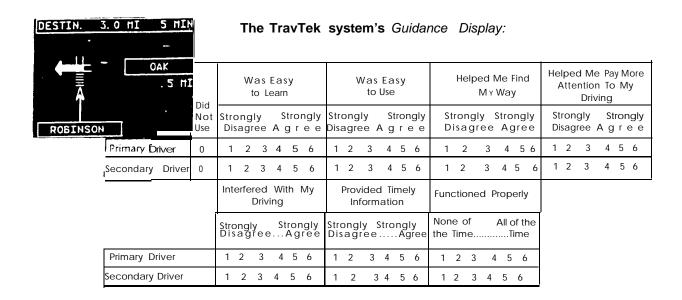
	Navigation Plus	Navigation	Services
New	118	88	36
Used	34	35	11
Lease	18	14	4
Total	170	137	51

DESTIN. 3.0 HI 5 HIN	The TravTek	system's Guidar	nce Display:	
OAK5 MI	Was Easy to Learn	Was Easy to Use	Helped Me Find My Way	Helped Me Pay More Attention To My Driving
ROBINSON AHEAD Use	Strongly Strongly Disagree Agree		Strongly Strongly Disagree Agree	Strongly Strongly Disagree Agree
Primary Driver 0	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
Secondary Driver 0	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
	Interfered With My Driving	Provided Timely Information	Functioned Properly	
	Strongly Strongly Disagree Agree	Strongly Strongly Disagree Agree	None of All of the the TimeTime	
Primary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	
Secondary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	

Comments:			
-			

		avigation Plu	s		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	809	5.46	0.81	128	5.40	0.90			
Easy to use	807	5.43	0.85	129	5.26	1.06		·	•
Helped find way	808	5.30	1.03	129	5.09	1.21			
Helped pay attention	800	4.20	1.48	127	4.13	1.69			
Interfered driving	743	2.42	1.39	123	2.34	1.51			
Timely information	746	5.00	1.12	122	4.79	1.36			
Functioned properly	739	4.77	1.16	122	4.48	1.31			

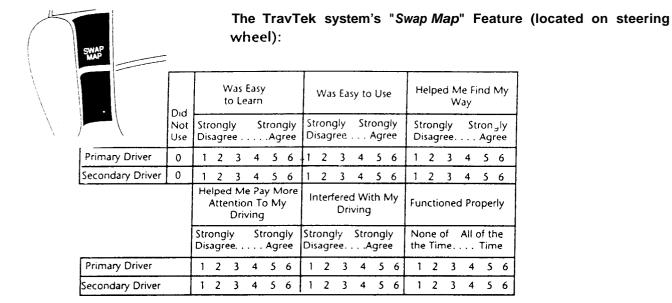
	Navigation Plus	Navigation	Services
Didn't use	21	25	
Total	21	25	_



	N	Navigation Pl			Navigation	·····	Services				
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation		
Easy to learn				438	5.41	0.85					
Easy to use				437	5.36	0.91					
Helped find way				437	5.21	1.09					
Helped pay attention				433	4.24	1.46					
Interfered driving				399	2.32	1.33					
Timely information				400	4.91	1.16					
Functioned properly				397	4.63	1.15					

	Navigation Plus	Navigation	Services
Didn't use		19	

Total



Comments:			
•			_

	N	Vavigation Plu	s		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	
Easy to learn	581	5.46	0.93	377	5.37	1.07			
Easy to use	582	5.56	0.82	375	5.48	0.96			
Helped find way	579	5.12	1.18	376	5.08	1.28			
Helped pay attention	570	4.33	1.34	370	4.26	1.51			
Interfered driving	566	2.23	1.29	368	2.14	1.36			
Functioned properly	569	5.30	1.04	368	5.08	1.22		1	

	Navigation Plus	Navigation	Services
Didn't use	234	200	
Total	234	200	

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The TravTek system's Route Map:

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Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver (5	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	5
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			ong! agre	•					ong agr		Stro A				one e Tir		All	of t							
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2		4	5	6						
Secondary Driver	Т	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						

Comments:				

	N	Javigation Plu	S		Navigation		Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation			
Easy to learn	802	5.37	0.86	577	5.33	0.88						
Easy to use	800	5.32	0.93	576	5.24	1.00						
Sufficient detail	802	4.91	1.21	571	4.9 1	1.20						
Helped find way	800	5.12	1.10	571	5.08	1.17						
Helped pay attention	773	4.25	1.33	555	4.30	1.37						
Interfered driving	772	2.3 1	1.28	548	2.20	1.30						
Functioned properly	772	4.97	1.13	546	4.85	1.18						

*	Navagation Plus	Navigation	Services
Didn't use	26	18	
Total	26	18	

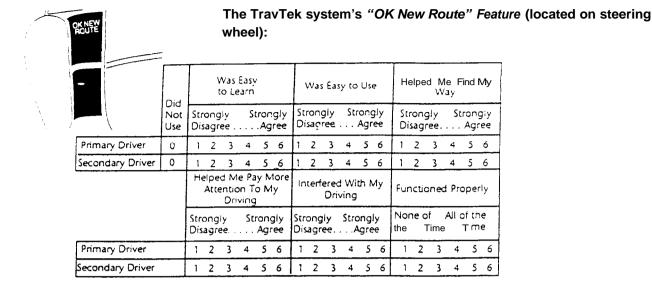
The TravTek system's Map Orientation Feature: (showing "North Up " or "Heading Up ")

PAR (120)	. _																			
	Did Not		Was Easy to Learn				١	Vas	Eas	y to	use	9	War Useful							
OPANGE .	Use		ongl agre			Strongly Agree			trongly isagre		Strongly Agree		Strongly Disagree				Strongly Agree			
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	. 4	‡	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	. 4	.	5	6
		Hel	lped	Me Wa		nd	Му	Wa	s Av		ble led		ien		F	unc Pro			i	
			ongly agre	•		Stroi Agr	0,5	None the T				of me	the		one e Ti	_		All 		he ne
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	,]
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	ć	,

Comments:			

	N	lavigation Plu	1 S		Navigation		<u> </u>	Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	662	5.30	0.98	455	5.30	1.01			
Easy to use	659	5.26	1.07	455	5.30	1.02			
Uscful	660	4.98	1.29	454	5.02	1.26			
Helped find way	652	4.78	1.33	448	4.89	1.32			
Available	642	4.85	1.33	444	4.89	1.30			
Functioned properly	648	5.26	1.09	445	5.18	1.12			

	Navigation Plus	Navagation	Services
Didn't use	158	133	
Total	158	133	



Comments: _			

	N	avigation Plu	ıs		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	714	5.48	0.83	491	5.31	1.02			
Easy to use	715	5.52	0.92	489	5.31	1.03			
Helped find way	710	5.05	1.23	491	4.90	1.30			
Helped pay attention	695	4.35	1.40	477	4.34	1.45			
Interfered driving	693	2.30	1.35	477	2.25	1.41			
Functioned properly	686	4.82	1.27	473 `	4.68	1.31			

	Freque	ncy	
	Navigation Plus	Navigation	Services
Didn't use	98	94	
Total	98	94	

N PAR				The	Tr	avT	ek	sy	stei	m's	Z	oor	n l	n/Z	oon	n C	Dut	: Fe	eatu	ıre:					
mI -	7.2 Z00m	Did Not			Ea: .earr	sy to			Was	Eas	y to	Us	е		٧	Vas	Use	eful		He	elped	d Me Wa	Fin aş	d M	y
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Prim	nary Driver	0	1	2	3 4	4 5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Seco	ndary Driver	0	1	2	3 4	4 5	6	1	2	3	4	- 5	6	1	2	3	4	5	6	1	2	3	4	5	6
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Prim	ary Driver		1 2	: 3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Seco	ndary Driver		1 2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments:			
·-			

	1	Navigation Pl	us		Navigation	ı	Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation			
Easy to learn	761	, 5.53	0.75	515	5.49	0.76	110	5.13	1.10			
Easy to use	758	5.32	1.06	516	5.28	1.06	110	4.86	1.39			
Useful	757	5.05	1.22	516	5.00	1.28	109	3.62	1.81			
Helped find way	755	4.85	1.33	512	4.76	1.37	105	3.06	1.66			
Helped pay attention	744	4.10	1.41	499	4.11	1.44						
Interfered driving	744	2.37	1.35	502	2.12	1.30	_					
Functioned properly	741	5.30	1.01	502	5.28	1.05	101	4.95	1.45			
Available	739	4.33	1.60	499	4.35	1.58	103	3.75	1.87			

I. Items # S/V3,V2,V1 14 do not include colums for 'Helped Me Pay More Attention to My Driving" and Interfered with My Driving"

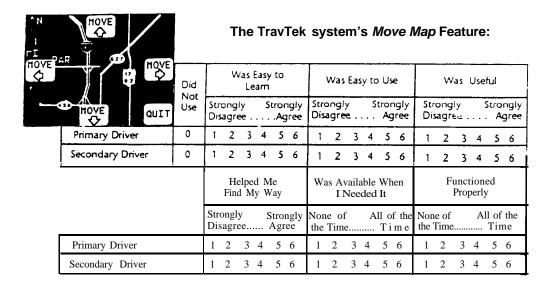
 Item #
 N+/V3/B14
 N/V3/B14
 S/V3/B14

 N+/V2/B14
 N/V2/B14
 S/V2/B14

 N+/V 1/B14
 N/V1/B14
 S/V1/B14

(Continued)

	Navigation Plus	Navigation	Services
Didn't use	70	73	23
Total	70	73	23



Comments:			
•			

	1	Navigation Plu	ıs		Navigation		Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation			
Easy to learn							97	5.02	1.29			
Easy							98	4.54	1.61			
Useful							98	3.42	1.87			
Helped find way							93	3.03	1.72			
Available							90	4.00	1.81			
Functioned							89	5.14	1.39			

	Navigation Plus	Navigation	Services
Didn't use			36

Total 36

The TravTek system's technique of displaying a Local Map for Driving Without a Pre-Selected Destination:

PAR		Did		· .		Easy	· to			Wa	s £a	sy t	:0 (Jse	•			√as	 Us	efu	il	· ·-	H	elpe		\le .Vay		a My	
- •	ORANGE	Not Use		ong! agre				ngly ree		ong agre			Stro		g:y ee		ron sag					ngly gree		ong				ong Agre	
	Primary Driver	0	1	2	3	4	5	6	1	2	3	4		5	6	1	2		, .	;	5	6	1	2	3	3 -	,	5 é	
	Secondary Driver	0	1	2	3	4	5	6	1	2	3	4		5 (6	1	2	3		4	5	6	1	2		3 4		5 ś	
·			~	lore	Αtt	1 Me tenti Drivi	ion		L r	terf	erec Driv			My	y			unc Pro			í								
	_			ongl agre				giy ree		ongl agre			ror	_		No the						the me							
	Primary Driver		1	2	3	4	5	6	1	2	3	4	5	;	6	1	2	3	4		5	6							
	Secondary Driver		1	2	3	4	5	6	1	2	3	4		5	6	1	2	3	4	5	5	6							

Comments:			

	N	Javigation Plu	ıs		Navigation		Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation			
Easy to learn	639	5.51	0.80	457	5.47	0.79						
Easy to use	640	5.51	0.83	456	5.48	0.80						
Useful	639	5.35	1.00	458	5.38	0.93						
Helped fmd way	636	5.09	1.16	454	5.17	1.11						
Helped pay attention	621	4.40	1.38	450	4.45	1.34						
Interfered driving	619	2.08	1.26	447	2.03	1.27						
Functioned properly	621	5.31	0.97	446	5.24	1.03						

	Navigation Plus	Navigation	Services
Didn't use	186	129	
Total	186	129	

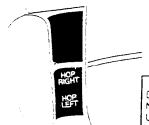
The TravTek system's procedures for Correcting Your Car's **Location on the Route Mop:**

MGVE CAL	RRECT LOCA- PAGE ON OPTIONS BACK R ON MAP MAIN ESTINATION MENU							•	ie R		•					<u> </u>				ing \						
COMPLETE INTERSEC	CHPLETE ADDRESS NTERSECTION TREET NAME			Were Easy to Learn Were Easy to Understand Were Useful]	Helped Me Find My Way															
	DONE	Not Use	2	ongl agre	,			ngly gree		ong agre	ly ee.			igly iree			gıy ree			ongly • gree		ong sagr				ngiy gree
	Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2		3 4	5	6	1	2	3	4	5	ó
	Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	: :	3 4	5	6	1	2	3	4	5	ó
•	<u> </u>	· · · · · · · · · · · · · · · · · · ·	ľ	Help Nore M		tent	ion	-			rfere ly Di					F	unc Pro	tior per	-							-
		į		ong	,			ngly pree		ongl agre			one		_	ne Tir	of ne			f the Time						
	Primary Driver		1	2	3	4	5	6	1	2;	3	4	5	6	1	2	3	4	5	6	1					
[Secondary Drier		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1					

Comments:			

	N	avigation Plu	S		Navigation		401000011111111111111111111111111111111	Services	1005100+100+00+00+0+++1+41
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	289	4.66	1.48	236	4.52	1.52			
Easy to understand	288	4.70	1.47	235	4.55	1.46			
Useful	289	4.84	1.41	234	4.65	1.47			
Helped find way	286	4.37	1.64	227	4.36	1.64			
Helped pay attention	284	3.72	1.60	223	3.70	1.66			
Interfered driving	285	2.52	1.54	221	2.56	1.61			
Functioned properly	285	4.64	1.42	226	4.58	1.47			

	Navigation Plus	Navigation	Services
Didn't use	519	344	
Total	519	344	



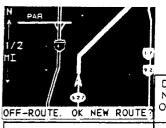
The TravTek system's "Hop Right/Hop Left" feature (located on steering wheel):

HOP RIGHT	Did	;	Vas	Easy	/ to	Lear	n	Wa	s Eas	sy to	Un	ders	tand		V	Vas	Use	ful			He		a Me y Wi		nd
肾	Not Use	Stro Disa					ngly gree	1 -	ngi				ngly gree	Stro Oisa					ngly gree		ron isag				ongiy Agree
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5,	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	5
			ipec Atte	ntic		ĎΜ				erfer 4y C					F		tion perl								
		Stro Disa	/				ngly gree	Stro Disa					ngly gree	ł	ne d Tin			-	f the Time						
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						

Comments: _			
_			<u>.</u>

	Navigation Plus			Na	avigation	ĺ	Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard			
Easy to learn	439	5.01	1.25	325	5.04	1.25		 ;				
Easy to understand	440	4.93	1.31	324	4.95	1.33						
Useful	434	4.76	1.38	324	4.61	1.48						
Helped find way	426	3.99	1.63	318	4.09	1.65						
Helped pay attention	424	3.50	1.50	313	3.56	1.57						
Interfered driving	422	2.58	1.49	314	2.37	1.45						
Functioned properly	420	4.91	1.30	312	4.70	1.45						

			Services
Didn't use	365	250	
Total	365	250	



If the TravTek system offered new routes when the car was off course, how often did you accept them?

OFF-ROUTE. OK NEW ROUTE?	Did Not Offer	Non the	ie o Tim	f		ul o	the Time
Primary Driver	0	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6

Comments:			

		Navigation Plu			Navigation		Services						
	Number	Mean Standard Deviation		Number	Mean	Standard Deviation	Number Mean Si		Standard Deviation				
Time	715	4.35	1.48	507	4.19	1.51							

Frequency											
	Navigation Plus	Navigation	Services								
Didn't use	94	72									
Total	94	72									

The TravTek system's technique of displaying Updated Traffic Conditions on the Route Map:

	Dia		V	Vas Le	Eas	,)			Was Und						٧	Va:	Us	efu	ıl		Fi	leip	ec	M W		nd	My
6	Not Use		ong sagr				ngly gree		rong sagr					ngly gree		ong iagi					ngly gree		ror sag	•	у е.			ngiy gree
Primary Driver	0	1	2	3	4	5	6	1	2	2	3	4	5	6	1	2		3 4		5	5	1	;	2	3	-4	5	6
Secondary Driver	0	T	2	3	4	5	6	1	2	?	3	4	5	6	1	2		3 4	ļ	5	6	1	2	2	3	4	5	6
		٨	4ore	pec Att	ent	ion	to	ir	nter		ed v		۸ ۲	Лу	Pro			l Be			ole				dec			У
			ong sagr				ngly gree		ong sagr					giy ee	Stro Dis	-	•				gly ree		ror					igly ree
Primary Driver		1	2	3	4	5	6	1	2		3 .	4	5	6	1	2	3	4	-	5	6	1	:	2	3	4	5	5
Secondary Driver		1	2	3	4	5	6	1	2	3	} '	4	5	6	1	2	3	4	5	5	6	1	-	2	3	4	5	5
				ncti 'rop										-		J												
		Nor the	ie o Tim				f the lime																					
Primary Driver		1	2	3	4	5	6																					
Secondary Driver		1	2	3	4	5	6																					

Comments:		
-		<u> </u>

	Navigation Plus			44 5480444444	Navigation	g	Services						
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation				
Easy to learn	575	5.03	1.21										
Easy to understand	573	4.88	1.31						<u> </u>				
Useful	569	4.21	1.55										
Helped find way	556	3.48	1.65										
Helped pay attention	562	3.84	1.50										
Interfered driving	561	2.28	1.31										
Believable info.	558	3.79	1.57										
Timely information	560	3.76	1.60										
Functioned properly	537	4.51	1.46										

Item # N+/V3/B19 N+/V2/B19 N+/V1/B19

(Continued)

Frequency

	Navigation Plus	Navigation	Services
Didn' t use	225		

Total 225

While en route to your destination, did you

Experience traffic problems?

	NeverFrequently										
Primary Driver	1	2	3	4	5	6					
Secondary Driver	1	2	3	4	5	6					

Comments:			

	Na	avigation	Plus		Navigatio	on	Services				
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation		
Traffic problems							9	2.89	1.05		

The TravTek system's technique of displaying Updated Traffic Messages DESTIN. 3.0 MI 5 MIN on the Guidance Display: GAK Helped Me Find My .5 MI Was Easy to Was Useful Was Easy to Use Way Learn Did Strongly Agree Not Strongly CAUTION Strongly Strongly Strongly Strongly Strongly Strongly Use Disagree Agree Disagree . . . Agree Disagree AHEAD Disagree Agree Primary Driver 0 2 3 4 5 3 4 5 6 3 4 5 6 5 6 3 4 1 2 3 4 5 6 Secondary Driver 2 3 4 5 6 0 2 3 4 5 6 2 3 4 5 6 Helped Me Pay **Functioned** Interfered with My More Attention to Driving Properly My Driving Strongly Strongly Strongly None of Strongly All of the Disagree......Agree Disagree......Agree the Time.....Time Primary Driver 4 5 6 2 Secondary Driver 3 4 5 6 2 3 4 5 6 1 2 3 4

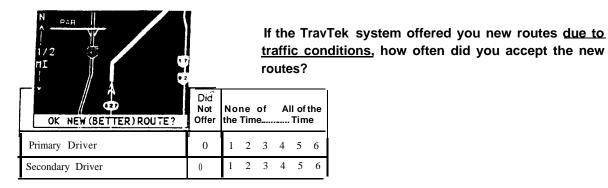
Comments:			

	N	lavigation Plu	18	**	Navigation		Services				
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation		
Easy to learn	558	5.29	1.06								
Easy to use	555	5.25	1.09								
Useful	553	4.43	1.55								
Helped find way	543	3.83	1.69								
Helped pay attention	545	4.06	1.51								
Interfered driving	546	2.19	1.29								
Functioned properly	531	4.72	1.39								

Frequency

	Navigation Plus	Navigation	Services
Didn't use	240		

Total 240



Comments:			
_	<u>- </u>		

		Navigation Plu			Navigation		Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Standard Deviation				
Time	140	4.11	1.91									

	Navigation Plus	Navigation	Services
Didn't offer	669		

Total 669



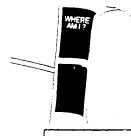
The TravTek system's Voice Guide Feature ("Turn right on Robinson"; button located on steering wheel):

Did Did			V	vas E Le	Easy am	to			Was	s Eas	sy to	Us	Э		W	/as t	Jsefi	(ILL)		H	elped	M b		id M	lly.
	Not Use		ong agr			ron .Ag	٠,		ongl agre		S1	tron Ag			ong		5		ngly gree	1	ong! agre	*		ron Ag	
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	5
	•	٨	More	ped e Att 1y D	ent	ion Î		In	terf	ered Driv		h M	у				ione erly				Prov In		d Tir natio		
			ong	• •			gly' ree		ong agre	•		rong Agr	, ,		ne o Tin		A)		the ime		ne c			l of Ti	the me
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	5
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments:			

	N	Navigation Plu	S		Navigation		Services				
	Number	Mean	Standard Deviation	Number	Number Mean Standard Deviation		Number	Mean	Standard Deviation		
Easy to learn	746	5.49	0.84	531	5.49	0.88					
Easy to use	703	5.59	0.74	531	5.52	0.87					
Useful	744	5.42	0.93	528	5.38	1.02					
Helped find way	740	5.30	1.02	526	5.25	1.12					
Helped pay attention	727	5.03	1.23	520	5.06	1.25					
Interfered driving	724	1.82	1.17	519	1.79	1.17					
Functioned properly	729	4.92	1.19	520	4.80	1.26					
Timely information	719	5.00	1.04	515	4.89	1.14	·				

	Navigation Plus	Navigation	Services
Didn't use	77	56	
Total	77	56	



The TravTek system's "Where Am I?" Feature ("Heading West on Colonial"; button located on steering wheel):

	Did		V		Easy	to			Wa	s Ea:	sy to	Use	•		٧	Vas	Usef	ul		H	elpe		e Fir 'ay	na N	.1 <u>,</u>
	Not Use		ong			tron .Agr		Str Dis	ongi agre			ron Agi			rong sagr				ngly gree		ong sagre			ron Aa	ıgiy ree
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
			1ore	At		Pay ion t		tn	terfe (red Orivi		n M	У		_		ione erly	_			Prov In		d Tir natio		,
			ong agr			rong Agr			ongl agre			ong Agre	-	Nor the				of t	he ne		ne c			of : Ti	the me
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments:			

į	N	lavigation Plu	IS	} 	Navigation		Services.						
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation				
Easy to learn	678	5.61	0.68	470	5.63	0.74							
Easy to use	677	5.64	0.65	470	5.65	0.73							
Useful	677	5.01	1.26	467	5.09	1.20							
Helped find way	671	4.65	1.4	464	4.71	1.41							
Helped pay attention	660	4.45	1.41	456	4.52	1.54							
Interfered driving	661	1.85	1.17	457	1.72	1.09							
Functioned properly	664	5.10	1.12	463	5.01	1.20							
Timely information	659	4.97	1.18	455	4.91	1.22							

	Navigation Plus	Navigation [Services L
Didn't use	147	115	
Total	147	115	

The TravTek system's "Traffic Report" Feature ("Congestion on Colonial Drive between Semoran and Forsyth"; button located on steering wheel):

Primary Driver		ine 1	Z 2	3	4	<u> </u>	ime 6	I I	2	me 3	4	5													
			ne c				the		one		Al	_	the ime												
		Ť	raffi wa:					Т			forn Time		on												
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
			ongl agre				ngly gree		rong sag				ngly Jree		ongl agre			rond Agr	. ,		ne c Tin	of ne		of Ti	the ime
		He	lpec		e Fi 'ay	ind	Me		Mor	e A	tten Onvi	tion	ito	ln	terfe (red Oriv		h M	1y			incti Prop			
Secondary Driver	0	1	2	3	4	~ 5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	i	2	3	4	5	ó
	Not Use		ong agr				ngly gree		rong sagr	jly ee .			ngly gree		ngi agre				igly ree		ong agr	iy ee .		tro A	ng gre
TRAFFIC : REPORT	Did		V		Easy	y to			Wa	s Ea	sy to	o U:	se				asy star				V	√as l	Jsef	ul	

Comments:			

	N	Javigation Plus	5		Navigation	ı	Services						
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation				
Easy to learn	518	5.59	0.67	•									
Easy to use	517	5.61	0.65										
Easy to understand	514	5.26	1.07						<u> </u>				
Useful	514	4.15	1.54						<u> </u>				
Helped find way	496	3.46	1.57										
Helped pay attention	500	3.79	1.49										
Interfered driving	498	2.00	1.19										
Functioned properly	502	4.49	1.53					·					
Believable info.	449	3.98	1.55										
Timely information	491	3.92	1.53										

(Continued)

Frequency

Didn't Use 292		Navigation Plus	Navigation	Services
	Didn't Use	292		

The TravTek system's "Repeat Voice" Feature ("Last message was, .."; button located on steering wheel):

Repeat Voice

Did		Wa		-	0			Wa	ıs Ea	asy t	o Us	е		V	Vas	Uset	ful		Н	elpe			ind	Му
Not												0,						0 0		_	_	Ş		ngly gree
0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
•	N	∕lore	Att	enti	ion		In					1 y												,
		_	-			0,		•	, ,			5												
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
	Use 0	Not Use Disa O 1 O 1 Structure Disa Structure Disa O 5 Structure Disa O 5 Structure Disa O 7	Did Not Use Strongly Use Disagre 0 1 2 0 1 2 Help More W Strongl Disagre	Did Not Use Strongly Disagree 0 1 2 3 0 1 2 3 Helped More Att My Disagree Strongly Disagree	Did Not Use Strongly Disagree S Disagree Di	Did Strongly Strongly Strongly Agr	Did Strongly Strongly Agree	Did Not Strongly Strongly Strongly Strongly Strongly Strongly Strongly Disagree Disagree	Did Not Strongly Strongly Strongly Disagree Disagree	Did Not Strongly Strongly Disagree Disagree	Did Strongly Strongly Disagree Dis	Did Not Use Strongly Strongly Strongly Strongly Disagree Agree Disagree Dis	Did Not Strongly Strongly Disagree Agree Disagree Disagree Disagree Disagree Disagree Disagree Disagree Disagree Disagree Agree Disagree Disagree Agree Disagree Disag	Did Not Strongly Strongly Disagree Agree Disagree Disagree	Did Not Strongly Strongly Disagree Disagree	Did Not Strongly Strongly Disagree Not Strongly Strongly Disagree Not Disagree Disagre	Did Strongly Strongly Disagree Strongly Strongly Disagree Strongly Strongly Disagree Strongly Strongly Strongly Disagree Disagree Strongly Disagree Disagree Disagree Disagree Disagree Disagree Disagree Disagree Dis	Did Not Strongly Strongly Disagree Agree Disagree Disagre	Did Not Strongly Strongly Disagree Disagree Strongly Disagree Agree Disagree D	Not Strongly Strongly Disagree Dis	Was Easy to Was Easy to Use Was Useful Strongly Strongly Disagree Disagree	Was Easy to Was Easy to Use Was Useful Was Useful	Was Easy to Was Easy to Use Was Useful Way	Strongly Strongly Strongly Disagree Agree Disagree Di

Comments:			

	N	avigation Plu		**********************	Navigation		********************	Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	
Easy to learn	616	5.67	0.60	403	5.70	0.59				
Easy to use	617	5.66	0.62	403	5.70	0.61				
Useful	616	5.08	1.23	401	5.03	1.25				
Helped find way	610	4.55	1.43	401	4.64	1.44				
Helped pay attention	603	4.36	1.48	391	4.43	1.57				
Interfered driving	601	1.83	1.11	391	1.85	1.21				
Functioned properly	603	5.25	1.07	393	5.04	1.27				

Frequency

	Navigation Plus	Navigation	Services
Didn't use	199	185	
Total	199	185	_

How well did you like the following TravTek modes of operation?



Did Not With Voice Did Not Use Route Map without Voice				=		=	5 0								
		1 -								without Voice					
Disliked Liked Disliked Liked		Use	D	isli	ked	l L	ike	d	Use	Dis	like	ed.		Lik	ed
Primary Driver 0 1 2 3 4 5 6 0 1 2 3 4 5 6	Primary Driver	0	1	2	3	4	5	6	0	1	2	3	4	5	6
Secondary Driver 0 1 2 3 4 5 6 0 1 2 3 4 5 6	Secondary Driver	0	1	2	3	4	5	6	0	1	2	3	4	5	6

	ROBINSON 8 MI	
Did Not	Guidance Display Did Guidance Displa with Voice Not without Voice	у
Use	Disliked Liked Use Disliked Liked	
0	1 2 3 4 5 6 0 1 2 3 4 5 6	
0	1 2 3 4 5 6 0 1 2 3 4 5 6	

DESTIN. 4.7 HI 9 HIN

	Did Not		٧	oic/	e 0	nly		
	Use	Di	slike	d.		نا	ked	
Primary Driver	0	1	2	3	4	5	6	
Secondary Driver	0	1	2	3	4	5	6	

Comments:				

	1	Navigation Plu	s		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Map with voice	774	5.44	0.89	550	5.47	0.98			
Map w/o voice	576	4.23	1.57	417	4.2 1	1.64			
Display with voice	787	5.48	0.90	554	s.46	0.96			
Display w/o voice	552	4.14	1 .58	384	4.03	1.65			
Voice only	337	4.05	1.75	248	4.04	1.81			

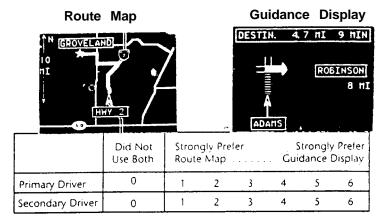
(Continued)

Frequency

	Navigation Plus	Navigation	Services
Didn't use route map	46	34	
Didn't use display	28	26	
Didn't use voice only	11	3	

Total

Of the two routing displays, Route Map and Guidance Display, which did you prefer:



Comments:

	1	Navigation Plu	ıs		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Prefer	189	3.91	1.54	91	3.81	1.44			

Frequency

	Navigation Plus	Navigation	Services
Didn't use both	0	0	

Total

 $\begin{array}{cccc} Item \# & N+/V3/B27 & N/V3/B23 \\ & N+/V2/B27 & N/V2/B23 \\ & N+/V1/B27 & N/V1/B23 \end{array}$

Overall, the steering wheel buttons:

	Were Easy Use	Were Easy to Learn	Were Easy to Find	Were Useful
	Strongly Strongly	Strongly Strongly	Strongly Strongly	Strongly Strongly
	DisagreeAgree	Disagree Agree	DisagreeAgree	DisagreeAgree
Primary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
Secondary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
		Helped Me Pay More		
	Helped Me Find	Attention to My	Interfered with My	Functioned
	My Way	Driving	Driving	Properly
	Strongly Strongly	Strongly Strongly	Strongly Strongly	None of All of the
	DisagreeAgree	DisagreeAgree	DisagreeAgree	the timeTime
Primary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
Secondary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6

Comments:				

	N	Javigation I	Plus		Navigation	n		Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to use	812	5.47	0.85	572	5.43	0.80			
Easy to learn	813	5.39	0.94	569	5.39	0.89			
Easy to find	813	5.26	1.06	570	5.24	1.00			
Useful	813	5.33	0.93	566	5.25	0.98			
Helped find way	801	4.92	1.13	560	4.91	1.17			
Helped pay attention	803	4.41	1.42	560	4.36	1.45			
Interfered driving	805	2.05	1.23	561	1.99	1.23			
Functioned properly	809	5.25	0.97	556	5.17	0.99			

Item# N+/V3/B28 N/V3/B24 S/V3/B162 N+/V2/B28 N/V2/B24 S/V2/B162 N+/V1/B28 N/V1/B24 S/V1/B162

Overall, how would you rate the TravTek system's *Visual Display's* (e.g. TrakTek Maps, TravTek Menus, TravTek Screen Instructions):

			I Could Easily Read the Text			I Could Understand The Information		I	Like	d to Col		een							
	Did Not Use		ong	_			ongly ee		ongl agre	y e		rong	ly	Stron Disaç				ong ee	ly
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
			The Distra	e Sc actii					1	Func Pro	tione perly								
			ong				ongly ee		ne c e Tim	of e	-		the						
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6						

Comments:				

	N	Iavigation I	Plus		Navigatio	n	Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easily read text	827	5.42	0.83	589	5.36	0.86	137	5.30	0.83
Understand info.	823	5.33	0.84	586	5.23	0.90	136	5.20	0.91
Liked screen colors	825	5.30	0.87	586	5.30	0.85	136	5.14	1.03
Screen distracting	799	1.85	1.15	578	1.83	1.15	134	1.88	1.24
Functioned properly	818	5.22	0.93	583	5.09	1.03	130	5.26	1.08

Frequency

	Navigation Plus	Navigation	Services
Didn' t use	1	1	0
Total	1	1	0

^{2.} Items # S/V3, V2, V1/B16 read: "The TravTek system' s Visual Display:"

Item # N+/V3/B29 N/V3/B25 N+/V2/B29 N/V2/B25 N+/V1/B29 N/V1/B25

How would you rate the TravTek system's Voice Presentation (e.g., Voice Guide, Where Am I, Traffic Report, and Report Voice)?

	(0.3., . 0		,	· · · · · · · · · · · · · · · · · · ·	,	1 1 0 1 0 0 0 1	
	Voice Tone Was Clear			age was tandable	Functioned Properly		
	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	None of the Time	All of the Time	
Primary Driver	1 2 3	4 5 6	1 2 3	4 5 6	1 2 3	3 4 5 6	
Secondary Driver	1 2 3	4 5 6	1 2 3	4 5 6	1 2 3	3 4 5 6	

Comments:			

	N	Vavigation I	Plus	Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Clear tone	810	4.34	1.32	581	4.40	135			
Understand message	808	4.39	1.24	579	4.46	1.23			
Functioned properly	809	4.99	1.15	577	4.91	1.19			

Item # N+/V3/B30 N/V3/B26 S/V3/B173

N+/V2/B30 N/V2/B26 S/V2/B17³

N+/V1/B30 N/V1/B26 $S/V1/B17^3$

Overall, the TravTek system:

	Was Easy to Learn	Was Easy to Understand	Helped Me Find My Way
	Strongly Strongly DisagreeAgree	Strongly Strongly Disagree Agree	Strongly Strongly DisagreeAgree
Primary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
Secondary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
	Helped Me Pay More Attention to My Driving	Interfered with My Driving	Functioned Properly
	Strongly Strongly DisagreeAgree	Strongly Strongly DisagreeAgree	None of All of the the timeTime
Primary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
Secondary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6

Comments:			

	N	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	
Easy to learn	830	5.27	0.87	591	5.16	0.96	133	5.13	0.93	
Easy to use							131	5.08	1.01	
Easy to understand	828	5.27	0.85	590	5.16	0.97				
Helped find way	826	5.33	0.93	590	5.24	1.08	129	3.32	1.71	
Helped pay attention	818	4.47	1.34	588	4.43	1.39	129	3.12	1.48	
Interfered driving	817	2.08	1.23	586	2.04	1.23	130	2.27	1.35	
Function properly	819	4.89	0.96	586	4.78	1.04	129	5.11	1.26	

Frequency

	Navigation Plus	Navigation	Services
Didn' t use			0

Total

^{2.} Items # S/V3, V2, V1/S17 read: "The Overall TravTek system' s Visual Display:"

 Item #
 N+/V3/B31
 N/V3/B27
 S/V3/B18

 N+/V2/B31
 N/V2/B27
 S/V2/B18

 N+/V1/B31
 N/V1/B27
 S/V1/B184

Do you think TravTek helped you save time in reaching your destinations?

	Did	Didn't			Save a				
	Save	Save Any			Considerable				
	Tim	•			Amount of Time				
Primary Driver	1	2	3	4	5	6			
Secondary Driver	1	2	3	4	5	6			

Comments:	 	 	 	

	N	Javigation Plu	s		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Save time	822	4.65	1.39	587	4.57	1.49	130	2.59	1.76

 $^{4. \ \} Item \ \# \ S/V1/B19 \ reads: \ \ ``Do \ you \ think \ TravTek \ helped \ you \ \underline{avoid \ congestion} \ in \ Orlando?$

Do you think TravTek helped you avoid congestion?

	Did Avo Cor At	•	Helped Avoid All Congestion			
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments:			

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Avoid congestion	759	3.28	1.59	529	2.90	1.66	126	1.94	1.33

Item #	N + V3/B33	N/V3/B29	S/V3/B20
	N + V2/B33	N/V2/B29	S/V2/B20
	N + /V1/B33	N/V1/B29	S/V1/B205

Do you think TravTek helped you see more attractions in Orlando?

	Didr	ı' t Helj	p				
	Me	See		Helped Me			
	Mor	e		See Mo	ore		
Primary Driver	1	2	3	4	5	6	
Secondary Driver	1	2	3	4	5	6	

Comments:		 		_
	 	 	 	_

	Navigation Plus		Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
See more attractions	781	3.34	1.80	569	3.29	1.80	74	2.20	1.47

 $^{5. \ \} Item \ \# \ S/V1/B20 \ reads: \ \ "Do \ you \ think \ TravTek \ helped \ you \ \underline{see \ more \ attractions} \ \ in \ the \ Orlando \ area?$

Do you think TravTek helped you drive more safely in Orlando?

	Me	e Dri				ed Me More fely	
Primary Driver	1	2	3	4	5	6	
Secondary Driver	1	2	3	4	5	6	

Comments:			

	Navigation Plus			Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	
Drive more safely	822	4.11	1.56	593	3.98	1.64	125	2.40	1.63	

Do you think TravTek helped you save fuel in Orlando?

		o Me	١		Me	elped Save Fuel
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments:			
•			

	Navigation Plus			Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	
Save fuel	816	3.62	I .63	580	3.64	1.72	72	2.39	1.69	

 Item # N+/V3/B36
 N/V3/B32
 S/V3/B23

 N+/V2/B36
 N/V2/B32
 S/V2/B23

 N+/V1/B36
 N/V1/B32
 S/V1/B236

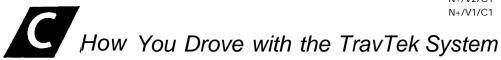
Overall, how do you rate the TravTek system?

	P∞o	r		1	Excel	lent
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments:			

	Navigation Plus			Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	
Rate system	832	5.18	0.98	592	5.11	1.04	131	4.04	1.53	

^{6.} Item # S/VI/B23 reads: "Overall, how would you rate the TravTek system:



With TravTek, to what extent did you notice a change in your attention to:

	Traffic/Other Drivers	Traffic/Other Drivers Road Signs		Paper Road Maps	Street Signs /Block Addresses
				l Substantial Substantia Decrease Increase	
Pnmary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
Secondary Driver	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6

Comments:				

	 	lavigation Plu	ıs	<u> </u>	Navigatior		Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation			
Traffic/other drivers	813	3.82	0.98	528	3.77	1.00	113	3.64	0.71			
Road signs	820	3.29	1.24	588	3.39	1.22	120	3.74	0.91			
Billboards	808	3.09	1.16	580	3.16	1.14	119	3.36	1.15			
Paper road maps	821	1.68	1.03	581	1.81	1.16	115	3.28	1.43			
Street signs	817	2.96	1.34	581	3.11	1.34	116	3.66	1.20			

^{7.} Items # S/V3.V2.V1/C1 read "To what extent did you notice a change in your attention to:"

Item # N+/V3/C2 N/V3/C2 N+/V2/C2 N/V2/C2 N+/V1/C2 N/V1/C2

To what extent did you use TravTek to help you plan routes?

	Non the t	e of ime		the	All of	
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments:		

	N	Javigation Plu	s		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Time	832	5.16	1.12	589	4.99	1.24			

How often did you follow the routes planned by TravTek?

	Non the					ll of time
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments.		

		Navigation Plu			Navigation		Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation			
Time	828	5.12	1.04	586	5.06	1.06			•			

 Item#
 N+/V3/C4a
 N/V3/C4a

 N+/V2/C4a
 N/V2/C4a

 N+N1/C4a
 N/V1/C4a

Did having the TravTek System in your car have any effect on the length or number of trips you took?

Primary Driver O Yes O No (If no, go to question C5)
Secondary Driver O Yes O No (If no, go to question C5)

If yes, did you:

	7	Take More Tnps?			٦	Take Fewer Trips?			Т	ake	Lor	ger	Trip	os?	Take Shorter Trips?					os?				
	Ne	eve	r	Fre	que	ntly	Ne	ver.	F	requ	ıen	tly	Ne	ver	٠ ا	Fred	que	ntly	Nev	ver.	Fr	equ	uen	tly
Pnmary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments:			

		Navigation Plus			Navigation	_	Services					
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation			
More trips	282	4.67	1.08	201	4.63	1.00						
Fewer trips	244	1.64	0.91	171	1.66	1.01						
Longer trips	235	3.96	1.43	180	4.04	1.46						
Shorter tips	245	2.93	1.50	173	2.97	1.64						

Frequency

	Navigation Plus	Navigation	Services
Yes	284	211	
No	536	376	

Total 820 587

Item # N+/V3/C5a N/V3/C5a N+/V2/C5a N/V2/C5a N+/V1/C5a N/V1/C5a

Did you ever change your plans to visit a destination (e.g., go to Walt Disney World instead of Sea World, or go to both instead of one) based on the information you received from TravTek (e.g., parking lot full, lengthy trip time)?

Primary Driver O Yes O No (if no, go to question C6)
Secondary Drive. O Yes O No (If no, go to question C6)

If Yes, how often did you?

		Change Destinations?						Del	ay 1	Гпря	s?		Cancel Trips?					
	Ne	ver	F	req	uе	ntly	Ne	ver	Fr	e q	u e r	ntly	Ne	ver	Fr	e q	u e n	tly
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments:				

		Navigation Plus			Navigation		Services				
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation		
Change desintations	57	3.30	1.15	50	3.48	1.23					
Delay trips	55	1.91	1.19	45	1.80	1.12					
Cancel trips	55	1.73	1.10	44	1.75	1.14					

Frequency

	Navigation Plus	Navigation	Services
Yes	58	53	
No	743	530	

Total 801 582

 Item # N+/V3/C6
 N/V3/C6
 S/V3/C2

 N+/V2/C6
 N/V2/C6
 S/V2/C2

 N+N1/C6
 N/V1/C6
 S/V1/C2

During your TravTek driving experience, how often did you stop or park to obtain more information from the system?

	Nev Sto	Stopped Frequently					
Primary Driver	1	2	3	4	5	6	
Secondary Driver	1	2	3	4	5	6	

If never, please go to question C/;

		Navigation Plus			Navigation		Services				
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation		
Stopped	831	3.13	1.28	599	3.06	1.33	133	2.71	1.37		

Why did you stop?

- **Primary Driver**
- O Zoom In/Out
- O Cancel/Enter new routes
- O Obtain Services/Attraction information
- O Obtain information from Help Desk
- O "Correct Location" (from Main Menu)
- O Look at Paper Map
- O Look at Written Directions
- O Ask for Directions
- O Other

Secondary Driver

- O Zoom In/Out
- O Cancel/Enter new routes
- O Obtain Services/Attraction information
- O Obtain information from Help Desk
- O "Correct Location" (from Main Menu)
- O Look at Paper Map
- O Look at Written Directions
- O Ask for Directions
- O Other

Frequency

	Navigation Plus	Navigation	Services
Zoom in/out	83	33	5
Cancel/enter	111	56	
Service/attractions	70	32	4
Help Desk info.	39	24	3
Correct location	33	23	2
Paper map	15	5	1
Written direction	7	7	3
Ask for directions	20	4	2
Other	14	3	2
Total	293	187	22

^{8.} Item # S/V3/C2a does not include "Cancel/Enter new routes."

 Item # N+/V2/C6a
 N/V2/C6a⁹
 S/V2/C2a¹⁰

 N+/V1/C6a
 N/V1/C6a
 S/V1/C2a¹¹

Why?

Primary Driver

- O Zoom In/Out
- O Cancel/Enter new routes
- O Obtain Services/Attraction information
- O Obtain information from Help Desk
- O Correct Location

0	Other	

Secondary Driver

- O Zoom In/Out
- O Cancel/Enter new routes
- O Obtain Services/Attraction information
- O Obtain information from Help Desk
- O Correct Location
- O Other_____

Frequency

	Navigaton Plus	Navigation	Services
Zoom in/out	222	163	37
Cancel/enter	341	258	
Service/attractions	200	148	47
Help Desk info.	132	136	19
Correct location	204	158	
Other	32	23	14

Total 1131 886 107

^{9.} Item # N/V2/C6a reads "Why did you stop?"

^{10.} Item # S/V2/C2a does not include "Cancel/Enter new routes" end "Correct Location": also, it reads "Why did you stop?"

^{11.} Item # S/V1/C2a does not include "Cancel/Enter new routes" and "Correct Location"

 Item # N+/V3/C6b
 NN3 C6b
 S/V3/C2b

 N+/V2/C6b
 N/V2/C6b
 S/V2/C2b

 N+N1/C6b
 N/NI/C6b
 S/V1/C2b

Where did you stop? (check all that apply)

- O Curb of Street
- O Side Street
- O Shoulder of Highway or Expressway
- O Parking Lot
- O Travel Lane
- O Other____

- O Curb of Street
- O Side Street
- O Shoulder of Highway or Expressway
- O Parking Lot
- O Travel Lane
- O Other____

Frequency

	Navigation Plus	Navigation	Service
Curb of street	315	205	21
Side street	221	172	16
Shoulder	289	219	29
Parking lot	529	383	75
Travel lane	23	21	3
Other	41	42	5
Total	1418	1042	149

While driving with the TravTek system, compared with driving a rental car without a TravTek system on other trips, please indicate the extent you felt:

			Nervous						Confident				Confused							
		Le	SS				More	Les	SS .				M	ore	Less	S			M	ore
	Primary Driver	1	2	3	4	5	6		1	2	3	4	5	6	1	2	3	4	5	6
_	Secondary Driver	1	2	3	4	5	6		1	2	3	4	5	6	1	2	3	4	5	6
			P	tter	ntiv	е														
		Le	e s s				More	Les	S S.				.Mc	re						
	Primary Driver	1	2	3	4	5	6	1	2	3	4		5	6						
Ç	Secondary Driver	1	2	3	4	5	6	1	2	3	4	. !	5	6						

Comments:			

		Navigation Plu		<u></u>	Navigation		Services			
	Number	Меал	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	
Nervous	820	2.28	1.10	580	2.37	1.21		. <u> </u>		
Confident	828	4.85	1.03	592	4.75	1.09_				
Confused	819	2.23	1.14	586	2.29	1.20				
Attentive	816	4.36	1.08	577	4.36	1.15				
Safe	816	4.51	1.06	576	4.49	1.16				

How frequently did you experience "close calls" (or near accidents) while driving the vehicle?

	Nev	er		reque	ntly	
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

5 6 If Never, please go to Question C9

Comments:		

	N	Vavigation Plu	S		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Close calls	208	1.26	.55	99	1.32	.62	10	1.50	.85

Item # N+/V2/C8 N/V2/C8 S/V2/C3 N+/V1/C8 N/V1/C8 S/V1/C3

How many times did you experience "close calls" (or near accidents) while driving the vehicle?

	Non	e		Man	y		
Primary Driver	1	2	3	4	5	6	
Secondary Driver	1	2	3	4	5	6	

If none, please go to Section D.

Comments:			

	N	Vavigation Plu	s		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Close calls	618	1.26	.73	490	1.26	.68	121	1.19	.66

 Item # N+/V3/C8a
 N/V3/C8a
 S/V3/C3a

 N/V2/C8a
 N/V2/C8a
 S/V2/C3a

 N+/V1/C8a
 N/V1/C8a
 S/V1/C3a

To what degree was traffic congestion a factor?

		ne of time				All of time
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments:			

		Navigation Plu		Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Traffic congestion	144	2.85	1.60	110	2.93	1.60	18	2.56	1.25

What were your actions immediately prior to the close calls? (Check all that apply)

	Operating non-TravTek Features (e.g., radio, air conditioning)	Operating TravTek Features	Looking at TravTek Display	Listening to TravTek Voice Message	
Primary Driver					
Secondary Driver		~ ···			
	Using Cellular Phone	Looking at Paper Map	Looking at Written Directions	Normal Driving Actions	Other Specify
Primary Driver					···
Secondary Driver					

Frequency

	Navigation Plus	Navigation	Services
Non-Trav/Tek	17	22	8
Trav/Tek features	39	17	
Display	65	50	
Voice message	14	6	
Cellular phone	5	6	5
Paper map	0	1	0
Written directions	0	1	0
Normal Drive	73	56	6
Other	4	0	1
Total	217	159	20

^{12.} Items # N+/V2.V1/C8b and N/V2,V1/C8b do not include "Looking at Paper Map," "Looking at Written Directions, and "Other Specify"

13. Item # S/V2/C3b does not include "Operating TrayTely Features " "Looking at TrayTely Dignlay " and "Listening to TrayTely Voice

^{13.} Item # S/V3/C3b does not include "Operating TravTek Features," "Looking at TravTek Display," and "Listening to TravTek Voice Message"

^{14.} Item # S/V2,V1/C3b does not include "Operating TravTek Features," Looking at TravTek Display, " "Listening to TravTek Voice Message," "Looking at Paper Map," "Looking at Written Directions," and "Other Specify"

 Item # N+/V3/C8c
 N/V3/C8c
 S/V3/C3c

 N+/V2/C8c
 N/V2/C8c
 S/V2/C3c

 N+V1/C8c
 N/V1/C8c
 S/VI/C3c

Who or what caused the close call to occur? (check all that apply)

	Myself	Driver of Another Vehicle	Road Debris	Roadside Signs	Other Specify
Primary Driver					
Secondary Driver					

Comments:			

Frequency

	Navigation Plus	Navigation	Services
Myself	24	15	1
Another vehicle	67	50	7
Road debris	3	6	0
Roadside sip	10	10	4
Other	17	8	2

121

89

14

Totals

Item # N+/V3/C9 N/V3/C9 S/V3/C4 N+/V2/C9 N/V2/C9 N+/V1/C8d N/V1/C8d

How does the number of close calls you experienced in Orlando compare with the number you usually experience in your hometown? In Orlando I experienced:

	Few Clos Call	se			More Close Calls		
Primary Driver	1	2	3	4	5	6	
Secondary Driver	1	2	3	4	5	6	

Comments:			

J		Navigation Plus			Navigation		Services				
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation		
Close calls	574	2.65	1.27	438	2.69	1.30	7	2.57	1.40		

Which of the following navigation aids did you use to help you plan your trips? (Check all that apply)

Primary Driver Secondary Driver O Paper Maps/Triptiks O Paper Maps/Triptiks O TravTek "Show Map" O TravTek "Show Map" feature on screen feature on screen O Directions from Friends,/ O Directions from Friends/' Relative Relative O Directions from Others O Directions from Others O Other_____ O Other

Frequency

	Navigation Plus	Navigation	Services
Paper maps			87
Show map feature			62
Direction from friend			38
Direction from other			52
Other			11

Total 250

When planning your trips (e.g., from the airport to Universal Studios) how important were the following in helping you decide your routes?

			lann astes						lann orte			,		A	voidi	ng T	olls	,,,,
	No Im	-	ant .	1	mpc	Very ortant	No		nt	Ir		Very tant	No Imp	t oorta	nt	lr		Very tant
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
				oidir ersta					ollov cenic									
	No Imp	-	int.	lı		Very rtant	Not		nt	. In		Very tant						
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6						

Comments:		

	N	Navigation Plu	5		Navigation	·····	Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	
Fastest route							119	4.25	1.70	
Shortest route							117	3.81	1.80	
Avoid tolls							118	2.52	1.69	
Avoid interstates				_		•	117	1.69	1.16	
Scenic route							118	2.31	1.55	

Whi	Primary Driver		Yes	П	No (If no, go to question C6)
	Secondary Driver				No (If no, go to question C6)
If ye	es, how did you attempt				
	Primary Driver				Secondary Driver
	Adjusted departure tin	ies			☐ Adjusted departure times
	Avoided congested ro	utes			☐ Avoided congested routes
	Allowed more time for	trave	ı		☐ Allowed more time for travel
	Other		_		Other
Comments:					
			Navig	gation	Plus Navigation Services
	Yes				72
	No				48

Frequency

Total

	Navigation Plus	Navigation	Services
Departure time			34
Avoided routes			9
More time allowed			46
Other			5
Total			94

120

To what extent did you use metro radio traffic reports:

	For Planning Your Trips?						While Driving to Your Destinations?							
	NeverAlways					NeverAlways								
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6		
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6		

Comments:			

	Navigation Plus		Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Planning trip							122	1.61	1.20
Driving destination							100	1.86	1.32

After deciding on your destinations, how easy was it for you to find them?

	Very Diff	icult		Very	Easy	
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments:			

	Navigation Plus		Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to find							9	4.22	1.48

Which of the following methods did you use to help guide you to your destinations? (Check all that apply)

	Primary Driver	Secondary Driver
	O Looked at directions while driving	O Looked at directions while driving
	O Looked at a map/Triptik while driving	O Looked at a map/Triptik while driving
	O Had passenger look at map/Trip tik	O Had passenger look at map/Triptik
	O Used information from billboards	O Used information from billboards
	O Other	O Other
Comments:		

Frequency

	Navigation Plus	Navigation	Services
Directions			56
Map/triptik			40
Had passenger look			78
Billboard info.			44
Other			24

Total 242

Get lost?

	Neve	er	F	requer	ntly	
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments:		 	

	Navigation Plus			Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	
Get lost							10	2.7	1.25	

Item # S/V3/C11 S/V2/C10 S/V1/C10

Did you ever have to	detour from	any route you originally planned?
Primary Driver	☐ Yes	☐ No (If no, go to question C11)
Secondary Driver	□ Yes	□ No (If no, go to question C11)

Frequency

	Navigation Plus	Navigation	Services
Yes			47
No			87

Total 134

How did you determine a new way to get to your destination? (Check all that apply)

Primary Driver	Secondary Driver
Looked at paper map/Triptik	Looked paper map/Triptik
Used TravTek "Show Map" feature	Used TravTek "Show Map" feature
Followed other cars	Followed other cars
Stopped and asked directions	Stopped and asked directions
Called Help Desk	Called Help Desk
Called destination	Called destination
Other	Other

Frequency

	1	i	I
	Navigation Plus	Navigation	Services
Paper map/Triptak			22
Show map			13
Followed other cars			3
Stopped and asked			13
Called Help Desk			2
Called destination			2
Other			8

Total 63

 Item #
 N/V3/C10
 S/V3/C12

 N/V2/C11
 S/V3/C12

 N/V1/C9
 S/V1/C11

you had known current traffic condition	s, would you have taken	your original routes?
---	-------------------------	-----------------------

Primary Driver \square Yes \square No Secondary Driver \square Yes \square No

Frequency

	Navigation Plus	Navigation	Services
Yes		294	47
No		222	87

Total 515 134

How useful would it have been:

C12a. If you could determine your car's location while driving to your destination:

	On a Map?							With a Voice Message?					
	ÎN [GROV		ND P		<u></u>			he No	ou are ading rth o	g n		
	No Use					Very Useful	Not Uset					Very Useful	
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	

Comments:			

	3	Navigation Plu			Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Мар							132	5.55	1.01
Voice message							120	5.17	1.29

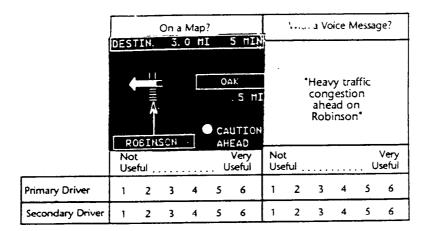
If you had a route planned to your destinations and were guided there:

	On a Map?			With a Voice Message?				?				
	•	TIN.	→	. 7		MIM P		R. ei	urn rig obins ght-to of a m	on in enths	t	
	No Use	t				Very Iseful	Not Usef	네	<u></u>	<u> </u>	Ve Use	ery ful
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6

Comments:				

	N	Navigation Plus			Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Мар							129	5.50	1.04
Voice message							123	5.43	0.99

How useful would it have been if you could receive updated traffic information to warn you of traffic problems?



Comments:			
•			

		Navigation Plu			Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Мар				553	4.97	1.29	127	4.95	1.40
Voice message			·	540	5.36	1.00	121	5.32	1.09

^{15.} Items #S/V3/C13c and S/V2, V1/C12c read "If you received updated traffic information to warn you of traffic conditions."

Item #	N+/V3/D1	N/V3/D1	S/V3/D1
	N+/V2/D1	N/V2/D1	S/V2/D1
	N+/V1/D1	N/V1/D1	S/V1/D1



Do you think TravTek would be useful for:

	Yes	No	
a. At home daily driving? Primary Driver			
Secondary Driver			
b. Out-of-town vacation driving? Primary Driver			
Secondary Driver			
c. Out-of-town business trips? Primary Driver			
Secondary Driver			
Comments			

Frequency "At home daily driving"

Frequency for "Out-of-town vacation driving"

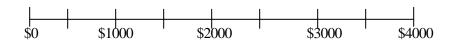
Total	826	589	133	Tota
No	374	316	71	No
Yes	452	273	62	Yes
	Navigation +	Navigation	Services	

Total	836	599	135
No	12	7	10
Yes	824	592	125
	Navigation +	Navigation	Services

Frequency for "Out-of-town business trips"

	Navigation +	Navigation	Services
Yes	821	590	121
No	13	8	13
Total	834	598	134

How much would you be willing to pay for a TravTek system such as you had in Orlando? (Please place a mark along the line below that best represents the price you'd be willing to pay.)



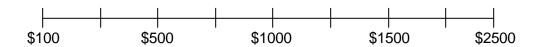
Comments:			
•			

	N	Vavigation I	Plus		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Willing to pay	205	987.80	651.35	96	1081.25	798.99	9	750.00	467.71

Frequency

	Navigation Plus	Navigation	Services
\$0	8	5	1
\$1-\$250	11	5	1
\$251-\$500	48	20	2
\$501-\$750	18	6	0
\$751-\$1000	70	27	4
\$1001-\$1250	3	4	0
\$1251-\$1500	19	15	1
\$1501-\$1750	1	0	0
\$1751-\$2000	17	8	0
\$2001-\$2250	2	1	0
\$2251-\$2500	3	2	0
\$2501-\$2751	0	0	0
\$2751-\$3000	4	1	0
\$3001-\$3250	0	0	0
\$3251-\$3750	0	0	0
\$3751-\$4000	1	1	0
\$4001-\$4250	0	0	0
\$4251-\$4750	0	0	0
\$4751-\$5000	0	1	0
Total	205	96	9

How much would you be willing to pay for a TravTek system such as you had in Orlando? (Please place a mark along the line below that best represents the price you'd be willing to pay.)



Comments:		

	Navigation Plus		Navigation			Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Willing to pay	424	878.30	535.46	332	838.03	488.19	66	667.80	543.03

Frequency

	Navigation Plus	Navigation	Services
\$1-\$250	39	32	17
\$251-\$500	120	99	23
\$501-\$750	54	43	3
\$751-\$1000	117	92	12
\$1001-\$1250	19	19	2
\$1251-\$1500	39	25	6
\$1501-\$1750	3	4	0
\$1751-\$2000	21	13	2
\$2001-\$2250	0	1	0
\$2251-\$2500	12	4	1
Total	424	332	66

N/V1/D2

How much would you be willing to pay for a TravTek system such as you had in Orlando? (Please check one box)

O Would not pay for O \$500 O \$750 O \$1000 O \$1250 O \$1500 O \$1750 O \$2000 O \$2250 O \$2500

		Navigation Plu			Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Willing to pay	173	852.60	603.97	134	830.22	568.27	49	586.73	624.06

Frequency

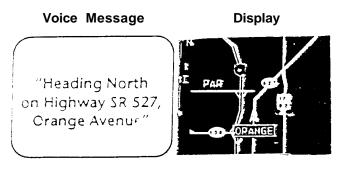
	Navigation Plus	Navigation	Services
\$0	35	23	18
\$500	20	27	15
\$750	32	19	1
\$1000	45	37	8
\$1250	10	7	0
\$1500	15	9	4
\$1750	2	3	0
\$2000	10	7	2
\$2250	0	0	0
\$2500	4	2	1

Total 173 134 49

There are a number of options that the TravTek system can contain. These include:

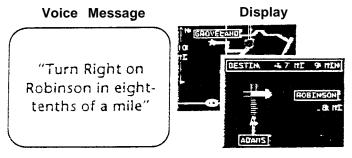


SERVICES/ATTRACTIONS DIRECTORY - contains information on restaurants, hotels, and attractions;

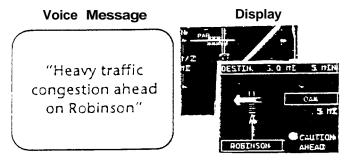


N/V3/D3a

NAVIGATION - features to tell you where you are while you're driving (does not include route planning or guidance);



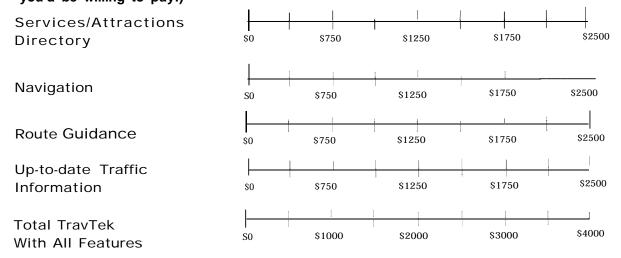
ROUTE GUIDANCE - features that plan your routes and guide you to your destinations;



UP-TO-DATE TRAFFIC INFORMATION features that provide timely road and traffic condition information.

Assuming the TravTek System were available nationwide, including your hometown:

How much would be be wiiling to pay for the following features AS AN OPTION IN A NEW CAR? (Please indicate with an X on the lines below the price that best represents the price you'd be willing to pay.)



Comments: _

(Continued)

	N	Navigation I	Plus		Navigation	n		Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	177	274.29	326.81	80	236.25	238.56	9	288.89	129.97
Navigation	184	532.74	450.04	82	550.00	542.53	9	430.56	295.22
Route guidance	186	558.20	442.60	83	556.02	472.74	9	502.78	367.73
Up-to-date info.	181	373.20	393.59	83	466.87	460.43	9	308.33	148.95
Total TravTek	196	1163.01	721.22	94	1215.43	753.62	9	1016.67	504.98

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
\$0	38	21	0
\$1-\$250	68	32	3
\$251-\$500	51	19	6
\$501-\$750	13	6	0
\$751-\$1000	1	2	0
\$1001-\$1250	2	0	0
\$1251-\$1500	1	0	0
\$1501-\$1750	2	0	0
\$1751-\$2000	1	0	0
Total	177	80	9

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$0	17	9	1
\$1-\$250	41	20	1
\$251-\$500	53	23	5
\$501-\$750	37	16	1
\$751-\$1000	17	4	1
\$1001-\$1250	14	4	0
\$1251-\$1500	0	1	0
\$1501-\$1750	1	1	0
\$1751-\$2000	2	1	0
\$2001-\$2250	0	1	0
\$2251-\$2500	2	2	0
Total	184	82	9

Frequency for "Up-to-date TravTek Information"

	Navigation +	Navigation	Services
\$0	10	6	1
\$1-\$250	41	16	1
\$251-\$500	56	29	4
\$501-\$750	42	18	1
\$751-\$1000	21	4	1
\$1001-\$1250	9	6	1
\$1251-\$1500	1	1	0
\$1501-\$1750	2	0	0
\$1751-\$2000	2	1	0
\$2001-\$2250	0	1	0
\$2251-\$2500	2	1	0
Total	186	83	9

Frequency for "Route Guidance"

	Navigation +	Navigation	Services
\$0	21	8	1
\$1-\$250	70	24	2
\$251-\$500	54	27	6
\$501-\$750	19	16	0
\$751-\$1000	7	3	0
\$1001-\$1250	5	1	0
\$1251-\$1500	1	0	0
\$1501-\$1750	2	1	0
\$1751-\$2000	1	1	0
\$2001-\$2250	0	1	0
\$2251-\$2500	1	1	0
Total	181	83	9

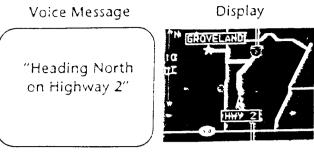
Frequency for "Total TravTek With All Features"

	Navigation +	Navigation	Services
\$0	7	3	0
\$1-\$250	6	1	0
\$251-\$500	35	19	2
\$501-\$750	15	5	1
\$751-\$1000	51	24	4
\$1001-\$1250	8	6	0
\$1251-\$1500	35	17	0
\$1501-\$1750	4	0	1
\$1751-\$2000	20	10	1
\$2001-\$2250	0	0	0
\$2251-\$2500	6	4	0
\$2501-\$2570	0	0	0
\$2751-\$3000	7	4	0
\$3000-\$3250	1	0	0
\$3251-\$3500	0	0	0
\$3501-\$3750	0	0	0
\$3751-\$4000	1	1	0
Total	196	94	9

There are a number of options that the TravTek system can contain. These include:

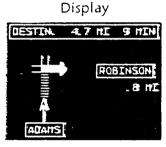


SERVICES/ATTRACTIONS DIRECTORY – contains information on restaurants, hotels, and attractions;

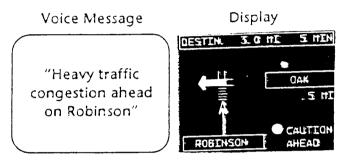


NAVIGATION – features to tell you where you are while you're driving to your destinations;





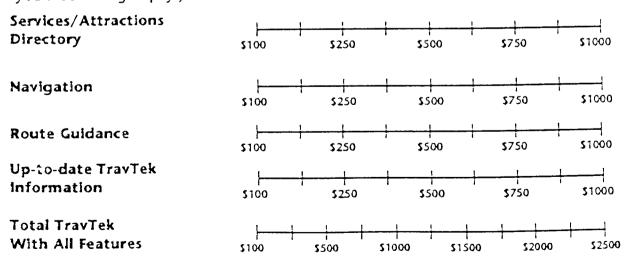
ROUTE GUIDANCE – features that plan your routes and guide you to your destinations;



UP-TO-DATE TRAFFIC INFORMATION – features that provide timely road and traffic condition information.

Assuming the TravTek System were available nationwide, including your hometown:

How much would be be willing to pay for the following features <u>AS AN OPTION IN A JEW CAR?</u> (Please indicate with an X on the lines below the price that best represents the price you'd be willing to pay.)



Item # N=/V2/D3a

(Continued)

		lavigation Ph	18	Navigation		Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	339	194.69	131.83	282	180.14	117.37	52	165.38	119.96
Navigation	381	361.42	233.96	306	348.28	229.22	66	365.15	219.39
Route guidance	388	364.50	225.82	301	344.35	221.62	67	369.03	230.70
Up-to-date info.	358	273.39	199.97	290	265.80	209.96	57	317.54	213.44
Total TravTek	409	990.37	551.85	335	948.73	532.78	69	975.72	534.85

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
\$1-\$250	294	252	48
\$251-\$500	37	29	3
\$501- \$ 750	7	0	1
\$751-\$1000	1	1	0
Total	339	282	52

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$1-\$250	206	173	33
\$251- \$ 500	122	99	25
\$501- \$ 750	32	17	6
\$ 751 -\$ 1000	21	17	2
Total	381	306	66

Frequency for "Route Guidance"

	Navigation Plus	Navigation	Services
\$1-\$250	206	176	34
\$251-\$500	128	86	24
\$501-\$750	37	27	6
\$751-\$1000	17	12	3
Total	388	301	67

Item#

N+/V3/D3a

Frequency for "Up-to-date TravTek Information"

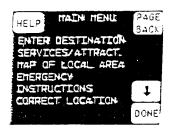
	Navigation Plus	Navigation	Services
\$1-\$250	265	223	32
\$251-\$500	69	46	19
\$501-\$750	11	13	5
\$751-\$1000	13	7	1
\$1001-\$1250	0	0	0
\$1251-\$1500	0	0	0
\$1501-\$1750	0	0	0
\$1751-\$2000	0	1	0
\$2001-\$2250	0	0	0
\$2251-\$2500	0	0	0
Total	358	290	57

Frequency for "Total TravTek With All Features"

	Navigation Plus	Navigation	Services
\$1-\$250	26	29	6
\$251-\$500	91	74	14
\$501-\$750	54	39	6
\$751-\$1000	111	91	20
\$1001-\$1250	24	26	4
\$1251-\$1500	52	45	14
\$1501-\$1750	11	7	1
\$1751-\$2000	26	16	2
\$2001-\$2250	2	1	0
\$2251-\$2500	12	7	2
Total	409	335	69

There are a number of options that the TravTek system can contain. These include:

Display

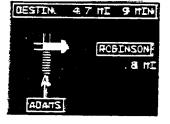


SERVICES/ATTRACTIONS DIRECTORY - contains information on restaurants, hotels, and attractions:

Voice Message

"Turn Right on" Robinson in eighttenths of a mile"

Display

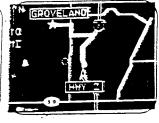


ROUTE GUIDANCE - features that plan your routes and guide you to your destinations;

Voice Messsage

Display

"Heading North on Highway 2"



NAVIGATION - features to tell you where you are while you're driving to your destinations;

Voice Message

on Robinson"

"Heavy traffic congestion ahead J. C HE S HEN 5 HI

CAUTTON

Display

UP-TO-DATE TRAFFIC INFORMATION features that provide timely road and traffic condition information.

How much would you be willing to pay for the following features AS AN OPTION IN A NEW CAR?

SERVICES/

ATTRACTIONS

O Would not pay for O \$200 O \$400 O \$800 O \$1000 DIRECTORY O **\$600**

ROUTE

GUIDANCE O Would not pay for O **\$200** O \$400 O **\$600** O \$800 O **\$1000**

NAVIGATION O Would not pay for O **\$200** O **\$400** O **\$600** O **\$800** O **\$1000**

UP-TO-DATE

TRAFFIC

INFORMATION O Would not pay for O \$200 O \$400 O \$600 O \$800 O \$1000

Comments:_

		T	ol .		NT: 1: die			C	
	Number	Vavigation I Mean	Standard	Number	Navigation Mean	n Standard	Number	Services Mean	Standard
			Deviation			Deviation			Deviation
Services/attractions	165	144.36	170.40	132	174.24	178.89	49	130.61	166.09
Route Guidance	169	365.68	285.37	136	398.53	296.64	50	328.00	287.88
Navigation	170	360.00	287.49	136	372.06	273.44	50	352.00	290.14
Up-to-date info.	170	226.47	234.47	133	258.65	242.19	49	277.55	276.33

Item#

N+/V1/D3a

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
\$0	75	46	25
\$200	67	68	19
\$400	20	11	2
\$600	1	4	3
\$800-\$1000	2	3	0
Total	165	132	49

Frequency for "Route Guidance

	Navigation +	Navigation	Services
\$0	30	19	10
\$200	50	40	19
\$400	42	37	10
\$600	27	18	5
\$800-\$1000	20	22	6
Total	169	136	50

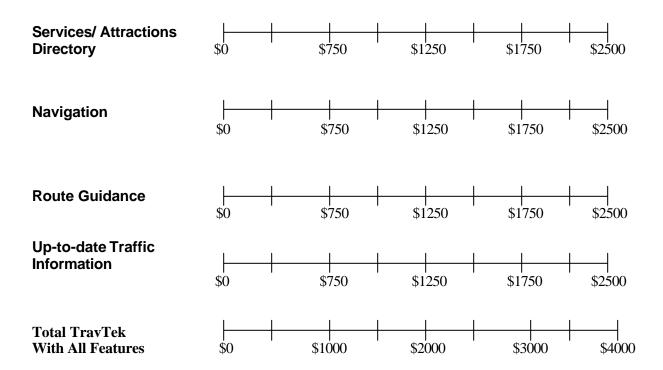
Frequency for "Navigation"

	Navigation +	Navigation	Services
\$0	32	18	9
\$200	50	47	17
\$400	43	33	12
\$600	24	22	5
\$800-\$1000	21	16	7
Total	170	136	50

Frequency for "Up-to-date Traffic Information"

		Navigation +	Navigation	Services
Ī	\$0	57	33	14
	\$200	66	60	19
	\$400	26	21	6
	\$600	13	11	5
	\$800-\$1000	8	8	5
	Total	170	133	49

How much would you be willing to pay for the following features <u>AS AN ADD-ON TO ANY CAR?</u> (Please indicate with an X on the lines below the price that best represents what you'd be willing to pay.)



Comments:

	N	Javigation F	Plus		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	155	199.68	236.83	70	212.14	253.37	7	242.86	177.78
Navigation	163	485.12	459.71	72	473.61	524.29	8	400.00	285.89
Route guidance	164	494.51	452.56	71	504.58	456.13	8	337.5	314.25
Up-to-date info.	158	346.99	377.87	74	382.43	348.99	7	217.86	168.15
Total TravTek	176	1101.70	754.43	86	1066.28	808.39	9	664.44	512.62

(Continued)

Frequency for "Services/Attraction Directory"

Navigation +	Navigation	Services
49	25	2
55	24	1
41	13	4
7	5	0
1	3	0
2	0	0
	49 55 41 7	49 25 55 24 41 13 7 5 1 3

Total 155 70 7

Progressor for "Nevigation"

	Navigation +	Navigation	Services
\$0	24	14	1
\$1-\$250	36	17	1
\$251-\$500	47	20	5
\$501-\$750	31	9	0
\$751-\$1000	8	4	1
\$1001-\$1250	11	2	0
\$1251-\$1500	1	2	0
\$1501-\$1750	3	2	0
\$1751-\$2000	0	1	0
\$2001-\$2250	0	0	0
\$2251-\$2500	2	1	0

165

72

8

Total

Frequency for "Route Guidance"

	Navigation +	Navigation	Services
\$0	18	11	2
\$1-\$250	37	14	1
\$251-\$500	54	20	4
\$501- \$ 750	29	13	0
\$751-\$1000	11	5	11
\$1001-\$1250	9	3	0
\$1251-\$1500	1	3	0
\$1501-\$1750	2	1	0
\$1751-\$2000	1	1	0
\$2001-\$2250	0	0	0
\$2251-\$2500	2	0	0

Total 164 71 8

(Continued)

Frequency for "Up-to-date TravTek Information"

	Navigation +	Navigation	Services
\$0	29	13	2
\$1-\$250	56	21	2
\$251-\$500	40	20	3
\$501-\$750	21	14	0
\$751-\$1000	6	5	0
\$10001-\$1250	<u> </u>	0	0
\$1251-\$1500	I	0	0
\$1501-\$1750	3	0	0
\$1751-\$2000	1	1	0
Total	158	74	7

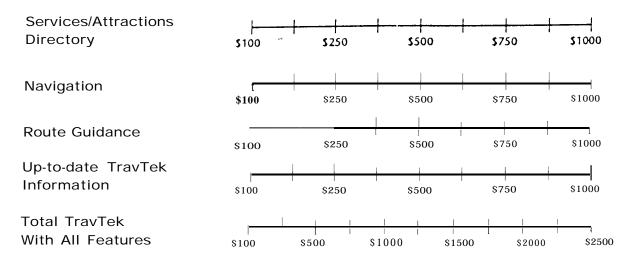
Frequency for "Total TravTek With All Features"

	Navigation +	Navigation	Services
\$0	11	11	2
\$1-\$250	13	2	0
\$251-\$500	24	12	3
\$501-\$750	15	7	0
\$751	46	25	3
\$1001-\$1250	4	3	0
\$1251-\$1500	28	13	1
\$1501-\$1750	3	1	0
\$1751-\$2000	21	4	0
\$2001-\$2250	0	0	0
\$2251-\$2500	5	3	0
\$2501-\$2750	0	0	0
\$2751-\$3000	4	4	0
\$3001-\$3250	0	0	0
\$3251-\$3500	0	0	0
\$3501-\$3750	0	0	0
\$3751-\$4000	0	1	1

Total 176 86 9

Item # N+/V2/D3b

How much would you be willing to pay for the following features $_{AS\ AN\ ADD-ON\ TO\ YOUR}$ PRESENT CAR? (Please indicate with an X on the lines below the price that best represents what you'd be willing to pay.)



_		
Comments:		

	1	Navigation Plu	is	Navigation		Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	264	174. 56	116. 27	220	167. 50	102. 90	40	156. 25	97. 85
Navigation	322	329. 81	236. 97	257	310. 02	204. 51	56	317. 86	206. 58
Route guidance	321	336. 06	225. 08	257	306. 81	203. 83	55	317. 27	202. 92
Up-to-date	289	251. 38	188. 12	236	238. 88	176. 78	47	304. 26	214. 19
Total TravTek		905. 82	558. 72	292	836. 99	528. 68	57	912. 02	522. 18

(Continued)

Frequency for 'Services/AttractionsDirectory"

Navigation	Navigation Plus	Navigation	Services
\$1-\$250	239	202	37
\$251 -\$500	22.	18	3
\$501-\$750	3	0	0
\$751-\$1000	0	0	0
Total	264	220	40

Frequency for "Navigation"

	Navigation Plus	Navigation	Services
\$1-\$250	201	155	35
\$251 -\$500	80	86	16
\$501 -\$750	25	9	4
\$751-\$1000	16	7	ı
Total	322	257	56

Frequency for "Route Guidance"

	Navigation Plus	Navigation	Services
S1-\$230	191	162	32
\$251 -\$500	92	75	20
\$501-\$750	26	14	2
\$751-\$1000	12	6	I -
Total	321	257	55

Frequency for "Up-to-date TravTek Information"

	Navigation Plus	Navigation	Services
\$1-\$250	225	189	30
\$251 -\$500	48	34	13
\$501-\$750	8	10	2
\$751 -\$1000	8	3	2
Total	289	236	47

How much would you be willing to pay for the following features AS AN ADD-ON TO YOUR PRESENT CAR?

SERVICES/ ATTRACTIONS DIRECTORY	O Would not pay for	O \$200	O \$400	O \$600	O \$800	O \$1000
DIRECTORT	O Would not pay for	O \$200	O \$400	O \$000	O \$600	O \$1000
NAVIGATION	O Would not pay for	O \$200	O \$400	O \$600	O \$800	O \$1000
ROUTE GUIDANCE	O Would not pay for	O \$200	O \$400	O \$600	O \$800	O \$1000
UP-TO-DATE TRAFFIC INFORMATION	O Would not pay for	O \$200	O \$400	O \$600	O \$800	O \$1000
Comments:						

	I	Navigation Plu	S	Navigation		Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard	Number	Mean	Standard
Services/attractions	159	88.05	158.46	127	103.94	163.01	49	69.39	126.17
Navigation	164	263.41	265.62	134	285.07	290.58	49	212.24	239.47
Route Guidance	164	293.90	300.04	133	288.72	288.58	50	212.00	256.86
UP-to-date info.	162	179.63	234.09	129	179.84	227.55	48	166.67	207.65

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
\$0	109	77	35
\$200	36	41	12
\$400	11	4	1
\$600	1	4	1
\$800-\$1000	2	1	0
Total	159	127	49

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$0	78	44	19
\$200	44	37	17
\$400	34	27	27
\$600	18	14	2
\$800-\$1000	II	12	3
Total	164	134	49

Frequency for "Route Guidance"

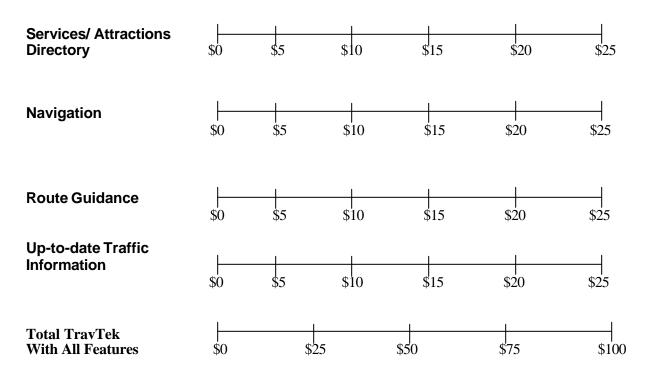
	 Navigation +	Navigation	Services
\$0	56	41	22
\$200	41	40	14
\$400	31	26	8
\$600	17	14	2
\$800-\$1000	19	12	4
Total	164	133	50

Frequency for "Up-to-date Traffic Information"

	Navigation § Plus	Navigation	Services
\$0	78	58	23
\$200	49	45	16
\$400	19	16	4
\$600	8	5	4
\$800-\$1000	8	5	11

48 129 162 Total

How much <u>extra per week</u> would you be willing to pay for the following features <u>AS AN OPTION ON A RENTAL CAR?</u> (Please indicate with an X on the lines below the price that best represents what you' d be willing to pay.)



Comments:

	N	Javigation I	Plus	Navigation		Services			
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	178	7.63	5.88	79	6.80	6.38	7	8.71	3.64
Navigation	176	11.02	7.10	80	10.49	8.19	8	10.75	6.11
Route guidance	180	11.47	7.18	82	12.20	8.24	8	10.88	7.10
Up-to-date info.	174	7.01	5.84	78	7.45	7.54	6	6.67	2.58
Total TravTek	202	36.12	19.98	97	35.70	23.58	9	32.22	11.21

(Continued)

Frequency for "Services/Attraction Directory"

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$0	19	13	0
\$1-\$5	81	40	2
\$6-\$10	47	15	4
\$11-\$15	14	4	1
\$16-\$20	12	2	0
\$21-\$25	5	5	0
Total	178	79	7

	Navigation +	Navigation	Services
\$0	9	8	0
\$1-\$5	50	28	2
\$6-\$10	56	18	4
\$11-\$15	22	7	0
\$16-\$20	20	6	2
\$21-\$25	19	13	0
Total	176	80	8

Frequency for "Route Guidance"

Frequency for "Up-to-date TravTek Information"

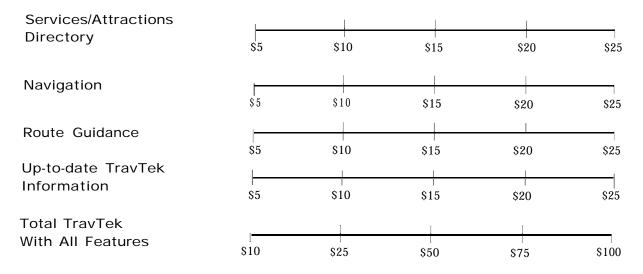
	Navigation +	Navigation	Services
\$0	6	5	1
\$1-\$5	53	24	1
\$6-\$10	55	21	3
\$11-\$15	21	7	1
\$16-\$20	24	8	2
\$21-\$25	21	17	0
	1.00		
Total	180	82	8

	Navigation +	Navigation	Services
\$0	26	16	0
\$1-\$5	79	34	4
\$6-\$10	42	13	2
\$11-\$15	12	4	0
\$16-\$20	11	3	0
\$21-\$25	4	8	0
		_	
Total	174	78	6

Frequency for "Total TravTek With All Features"

	Navigation +	Navigation	Services
\$0	5	5	0
\$1-\$5	2	3	0
\$6-\$10	5	3	0
\$11-\$15	8	4	0
\$16-\$20	15	9	0
\$21-\$25	69	27	6
\$26-\$30	9	5	0
\$31-\$35	8	3	0
\$36-\$40	10	6	1
\$41-\$45	4	1	0
\$46-\$50	44	19	2
\$51-\$55	0	0	0
\$56-\$60	2	0	0
\$61-\$65	2	1	0
\$66-\$70	1	0	0
\$71-\$75	13	6	0
\$76-\$80	0	0	0
\$81-\$85	1	0	0
\$86-\$90	0	0	0
\$91-\$95	0	0	0
\$96-\$100	4	5	0
Total	202	97	9

How much <u>extra per week</u> would you be willing to pay for the following features <u>AS AN OPTION ON A RENTAL CAR?</u> (Please indicate with an X on the lines below the price that best represents what you'd be willing to pay.)



	N	Vavigation Plu	S		Navigation			Services	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	331	9.13	4.65	264	8.88	4.98	48	7.37	3.13
Navigation	358	12.47	6.29	288	11.54	5.99	61	11.90	6.65
Route guidance	359	13.10	6.26	288	11.90	6.18	59	11.83	6.35
Up-to-date info.	319	9.49	5.23	256	9.48	5.42	46	9.76	4.99
Total TravTek	416	36.42	19.35	327	35.12	19.36	66	31.82	18.86

(Continued)

Frequency for "Services/Attractions Directory"

Navigation +	Navigation	Services
130	124	30
136	91	13
42	31	3
16	8	2
7	10	0
	130 136 42 16	130 124 136 91 42 31 16 8

331

264

48

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$1-\$5	82	78	18
\$6-\$10	118	101	20
\$11-\$15	73	61	10
\$16-\$20	49	25	5
\$21-\$25	36	23	8
T-4-1	0.50	-	0.1

Total 358 288 61

Frequency for "Route Guidance"

Total

	Navigation +	Navigation	Services
\$1-\$5	61	72	17
\$6-\$ 10	126	105	18
\$11-\$15	82	54	12
\$16-\$20	47	30	6
\$21-\$25	43	27	6
Total	359	288	59

Frequency for "Up-to-date TravTek Information"

	Navigation Plus	Navigation	Services
\$1-\$5	61	72	17
\$6-\$10	126	105	18
\$1 1-\$15	82	54	12
\$16-\$20	47	30	6
\$21-\$25	43	27	61
Total	359	288	59

Frequency for "Total TravTek With All Features"

	Navigation +	Navigation	Services
\$10-\$15	58	60	16
\$16-\$20	21	10	1
\$21-\$25	119	98	24
\$26-\$30	15	7	3
\$31-\$35	26	18	0
\$36-\$40	16	9	0
\$41-\$45	7	2	0
\$46-\$50	112	92	17
\$51-\$55	1	2	0
\$56-\$60	5	4	0
\$61-\$65	4	2	1
\$66-\$70	1	0	0
\$71-\$75	23	18	3
\$76-\$80	0	1	1
\$81-\$85	0	0	0
\$86-\$90	0	0	0
\$91-\$95	0	0	0
\$96-\$100	8	4	0
Total	416	327	66

How much <u>extra per week</u> would you be willing to pay for the following features <u>AS AN OPTION ON A RENTAL CAR?</u>

Comments:						
UP-TO-DATE TRAFFIC INFORMATION	O Would not pay for	O \$5	O \$10	O \$15	O \$20	O \$25
ROUTE GUIDANCE	O Would not pay for	O \$5	O \$10	O \$15	O \$20	O \$25
NAVIGATION	O Would not pay for	O \$5	O \$10	O \$15	O \$20	O \$25
SERVICES/ ATTRACTIONS DIRECTORY	O Would not pay for	O \$5	O \$10	O \$15	O \$20	O \$25

	1	Navigation Plu	IS	Navigation		Services		100500000000000000000000000000000000000	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	173	7.98	6.92	134	7.80	6.59	47	6.60	5.81
Navigation	175	10.60	7.12	137	11.06	7.58	50	9.00	7.28
Route Guidance	175	11.26	7.34	137	11.09	7.71	50	8.60	6.70
Up-to-date info.	170	6.88	6.48	137	7.26	6.99	48	6.15	6.12

(Continued)

Frequency for "Services/Attraction Directory"

	Navigation Plus	Navigation	Services
\$0	38	31	11
\$5	58	40	19
\$10	43	39	13
\$15	16	11	0
\$20	6	7	3
\$25	12	6	1
Total	173	134	47

Frequency for "Navigation"

	Navigation Plus	Navigation	Services
\$0	18	17	8
\$5	46	29	16
\$10	57	45	17
\$15	23	19	1
\$20	13	8	3
\$25	18	19	5
Total	175	137	50

Frequency for "Route Guidance"

	Navigation Plus	Navigation	Services
\$0	16	19	8
\$5	45	28	17
\$10	50	41	15
\$15	28	20	4
\$20	15	11	3
\$25	21	18	3
Total	175	137	50

Frequency for "Up-to-date Traffic Information"

	Navigation Plus	Navigation	Services
\$0	46	38	13
\$5	62	45	21
\$10	34	31	10
\$15	16	9	0
\$20	4	5	2
\$25	8	9	2
Total	170	137	48

 Item #
 N+/V3/D4
 N/V3/D4
 S/V3/D4

 N+/V2/D4
 N/V2/D4
 S/V2/D4

 N+/V1/D4
 N/V1/D4
 S/V1/D4

The purpose of the four TravTek functions described in D3 is to help drivers reach their destinations safely and efficiently. in order to successfully do so, structures must be in place to provide the different types of information.

SERVICES/ATTRACTIONS DIRECTORY is a computer file that contains addresses and phone numbers of the various hotels, restaurants, and attractions. The information comes from the yellow pages of telephone directories or travel publications such as the AAA Tour Book.

NAVIGATION utilizes detailed computer maps to display position information that is provided by a satellite or an internal position device.

ROUTE GUIDANCE utilizes computer files of detailed maps to calculate your route, distance, and trip times to your destination. The trip time information can be located in the car or transmitted to the car from a traffic management center.

UP-TO-DATE TRAFFIC INFORMATION is broadcasted from a traffic management center, which collects traffic information from police or other emergency services computers, remote cameras, aircraft, etc.

O Government

Who should provide these types of information? (Check all you think apply)

a SEDVICES/ATTRACTIONS DIDECTORY

0 B	
O Private Enterprise	O Auto Clubs
O Government	O Manufacturers
O Private Enterprise	O Auto Clubs
O Government	O Manufacturers
O Private Enterprise	O Auto Clubs
O Government	O Manufacturers
O Private Enterprise	O Auto Clubs
<u> </u>	
	O Government O Private Enterprise O Government O Private Enterprise O Government

 Item #
 N+/V3/D4
 N/V3/D4
 S/V3/D4

 N+/V2/D4
 N/V2/D4
 S/V2/D4

 N+/V1/D4
 N/V1/D4
 S/V1/D4

(Continued)

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
Government	112	71	17
Private ent.	663	458	92
Manufacturers	142	111	23
Auto clubs	501	364	94
Total	1418	904	226

Frequency for "Navigation"

	ı	i	ı I
	Navigation +	Navigation	Services
Government	353	232	42
Private ent.	475	297	71
Manufactures	265	189	44
Auto clubs	358	300	82
Total	1451	1018	239

Frequency for "Route Guidance"

	Navigaiton	Navigation	Services
Government	293	180	37
Private ent.	491	313	78
Manufacturers	221	172	33
Auto clubs	442	347	89

Total 1447 1012 237

Frequency for "Up-to-date Traffic Information"

	Navigation Plus	Navigation	Services
Government	532	333	61
Private ent.	366	262	63
Manufacturers	82	70	16
Auto clubs	323	275	67
Total	1303	940	209

 Item # N+/V3/D5
 N/V3/D5
 S/V3/D5

 N+/V2/D5
 N/V2/D5
 S/V2/D5

 N+/V1/D5
 N/V1/D5
 S/V1/D5

Given that TravTek's purpose is to help drivers reach their destinations safely and efficiently, how important do you feel each of the following factors are in the development of systems such as TravTek? (Rank each from 1 to 4 with 1 being the most important and 4 being the least important.)

	Rank
Energy Conservation	
Environmental Quality	
Highway/Traffic Safety	
Relief of Highway Congestion	

Frequency for "Energy Conservation"

	Navigation Plus	Navigation	Services
1	134	115	23
2	197	158	32
3	320	195	45
4	168	116	34
Total	819	584	134

Frequency for "Environmental Quality"

	Navigation Plus	Navigation	Services
1	103	88	27
2	127	100	25
3	273	159	30
4	313	233	51
	816	580	133

Frequency for "Highway/Traffic Safety"

	Navigation Plus	Navigation	Services
1	478	380	77
2	204	144	34
3	70	40	14
4	68	51	10
Total	820	585	135

Frequency for "Relief of Highway Congestion"

	Navigation Plus	Navigation	Services
1	319	217	48
2	310	216	47
3	81	71	14
4	111	82	25
Total	821	586	134